

Message Text

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ACTION COME-00

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R 141742Z NOV 74
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 4211
INFO AMEMBASSY BONN
AMCONSUL FRANKFURT

UNCLAS PARIS 26585

FOLLOWING PARIS 26585 SENT ACTION WASHDC ON NOVEMBER 11, 1974
REPEATED TO YOU

QUOTE

UNCLAS PARIS 26585

E.O. 11652: N/A

TAGS: BEXP FR GW

SUBJECT: TRADE PROMOTION SCHEDULE

REF: STATE 245663; VERSHUUR/HUMBERT TELCON 11/6

1. RECOMMENDED PARIS DATES FOR RECREATION AND LEISURE
EQUIPMENT EXHIBITION JUNE 2 THROUGH 5 CONFIRMED PER
MOORHOUSE/OLSEN TELCON. FRIDAY AND SATURDAY, JUNE 6
AND 7, SHOULD BE USED TO SHIP SHOW TO FRANKFURT.

2. SUMMARY EVALUATION OPPOLZER RESEARCH CONFIRMS
EXCELLENT MARKET OPPORTUNITIES FOR WIDE RANGE AMERICAN
RECREATION AND LEISURE ITEMS INCLUDING CAMPING, SKIING,
HUNTING, FISHING, WATER SPORT, SWIMMING POOL
EQUIPMENT. ALSO U.S. PARLOR GAMES, EDUCATIONAL GAMES
AND CREATIVE TOYS ARE IN SUBSTANTIAL DEMAN. POST RATES
MRO OPPOLZER RESEARCH AS HIGHLY COMPETENT. EVALUATION
AIRGRAM WILL FOLLOW.

3. EMBASSY WELCOMES JUNE 75 RECREATION AND LEISURE
EVENT, NOTING THAT OCTOBER 1973 SHOW THIS THEME STILL
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STANDS AS ALL-TIME PTC RECORD FOR OFF-THE-FLOOR SALES,

WHICH AMOUNTED TO \$2,855,000, WHILE PROJECTIONS EXCEEDED \$10 MILLION. POST BELIEVES 1975 SHOW WILL SERVE NOT ONLY TO CONSOLIDATE EARLIER MARKET GAINS, BUT MAKE ADDITIONAL SIGNIFICANT INROADS IN THIS MAJOR CONSUMER GOODS CATEGORY.

4. CONFIRMING VERSCHUUR/HUMBERT TELCON' COMAFF AND PTC RECOMMEND RESCHEDULING DO-IT-YOURSELF-TOOLS JEEP FOR MAY 21, 22, AND 23 AT PTC TO BE FOLLOWED BY OFF-SITE PTC SHOW IN MULHOUSE MAY 26 THROUGH 31 TO COINCIDE WITH MULHOUSE CITY-WIDE AMERICA WEEKS PROGRAM FEATURING US PRODUCTS IN DEPARTMENT STORES, U.S. FOODS IN SUPERMARKET CHAINS, AMERICAN CULTURAL EVENTS, ETC. CITY WILL FURNISH ADEQUATE EXHIBITION SPACE FREE OF CHARGE TO US EXHIBITORS. SATURDAY, MAY 24, WOULD BE USED TO SHIP EXHIBITS TO MULHOUSE. RECOMMENDED RESCHEDULING POSES NO CONFLICT WITH CHILDRENS WEAR/TOYS JEEP MAY 13 THROUGH 15.

5. AFTER CAREFUL REVIEW OF RECREATION AND LEISURE PRODUCT CATEGORIES, COMAFF AND PTC DO NOT FIND ANY OVERLAP WITH DO-IT-YOURSELF PROSPECTS IN EITHER PREVIOUS SHOW OR CURRENT MARKET RESEARCH AND RECOMMEND AGAINST INCLUSION OF THIS CATEGORY IN JUNE RECREATION AND LEISURE EXHIBITION.

6. POST SEES NO PROBLEM IN RESCHEDULING ELECTRONIC COMPONENTS AT PTC DECEMBER 8 THROUGH 12' 1975.

7. SUMMARIZING, EMBASSY CONCURS IN ELIMINATING ELECTRONIC COMPONENTS EVENT UNDER FY75 CCP CAMPAIGN NO. 1, RECOMMENDS RETENTION AND EXPANSION DO-IT-YOURSELF JEEP EVENT AND WELCOMES RECREATION AND LEISURE EVENT ADDITION TO CAMPAIGN NO. 4. STONE UNQUOTE RUSH

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